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SEASON 1916

VICTOR JOHANSEN SEED CO.

California Grown

FLOWER SEEDS



ZINNIA GRANDIFLORA PLENISSIMA

Electrotype \$1.50 ea.

Established 1898

Incorporated 1909

326-328-330 SOUTH MAIN STREET

CALIFORNIA
SEEDS THE
WORLD

LOS ANGELES

CALIFORNIA
SEEDS THE
WORLD



GIANT COMET BRANCHING ASTERS
Natural size 5 inches

Electrotype \$2.00 ea.

SEASON 1916

VICTOR JOHANSEN SEED COMPANY

M. L. GERMAIN
President

O. W. JOHANSEN
Vice-President and General Manager

M. W. JOHANSEN
Secretary

HUGO T. JOHANSEN

VICTOR W. JOHANSEN

THREE FARMS UNDER CULTIVATION

Contract Price List

Foreword



HIS Company enjoys the distinction of being the only seed firm in the United States which makes a general line of flower seeds its exclusive industry.

The business was founded at Arroyo Grande in 1898 by Victor Johansen, who entered the work with a splendid knowledge and experience gained in the culture centers of Europe. From the beginning it has been a unique organization through the active interest of all the members of the family, who have become experts in the work; and since the death of Mr. Johansen the rogueing and selecting of stock seed have been done under the personal supervision of Mrs. Johansen and her three sons.

“QUALITY”

is our motto, and no expense nor care is considered too great to produce seeds of the strongest germination, true in every respect, and that will give satisfaction to the most critical trade.

This catalog is presented covering our exclusive lines, and is illustrated from photographs, many of them taken in the field, to show the high standard of the stock. We will furnish electrotypes of the engravings shown at prices as given under each.

Office: 326-328-330 South Main Street
Los Angeles, California

CALIFORNIA
SEEDS THE
WORLD

VICTOR JOHANSEN SEED CO
LOS ANGELES

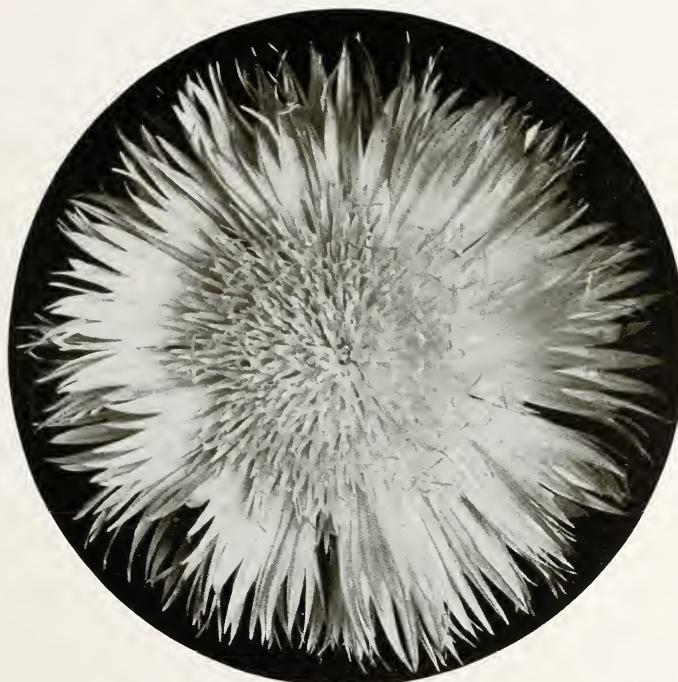


Electrotype \$1.25 ea.
FIELD OF ALYSSUM, VICTOR JOHANSEN SEED CO. FARM



CARNATION, MARGUERITA GIANT MALMAISON
2½ inches in diameter, some even larger

Electrotype \$1.50 ea.



CENTAURIA IMPERIALIS

Electrotype \$1.25 ea

ANTIRRHINUM
(Snapdragon)

	Lb.	1/4 Lb.	Oz.
Grandiflora. Tall mixed.....	3.00	1.00	.30
Tom Thumb. Choice mixture.....	4.00	1.60	.40

ALYSSUM

	Lb.	1/4 Lb.	Oz.
A very fragrant, hardy annual, useful for borders or early bedding flowers.			
Sweet White. One foot high.....	\$1.00	\$0.40	\$0.10
Little Gem. Four inches high.....	1.25	.50	.10
Little Dorrit. Very compact, about 3 inches high.....	1.25	.50	.10
Compactum Lilacinum. Lilac Queen.....	4.00	1.60	.40

ASTERS

We are making a specialty of the following three varieties, constantly improving the strain in regard to size and doubleness.

	Lb.	1/4 Lb.	Oz.
Semples Branching. Pure white.....	\$3.50	\$1.40	\$0.35
Semples Branching. Flesh pink, Mary Semples.....	3.50	1.40	.35
Semples Branching. Rose.....	3.50	1.40	.35
Semples Branching. Crimson.....	3.50	1.40	.35
Semples Branching. Lavender.....	3.50	1.40	.35
Semples Branching. Purple.....	3.50	1.40	.35
Semples Branching. Choice mixture.....	3.00	1.30	.30
Comet Giant Branching. Pure white.....	5.00	2.00	.50
Comet Giant Branching. Rose.....	5.00	2.00	.50
Comet Giant Branching. Flesh pink.....	5.00	2.00	.50
Comet Giant Branching. Lavender.....	5.00	2.00	.50
Comet Giant Branching. Purple.....	5.00	2.00	.50
Comet Giant Branching. Choice mixture.....	4.50	1.50	.45
Queen of the Market. White, early flowering.....	3.50	1.40	.35
Queen of the Market. Flesh.....	3.50	1.40	.35
Queen of the Market. Pink.....	3.50	1.40	.35
Queen of the Market. Lavender.....	3.50	1.40	.35
Queen of the Market. Dark Purple.....	3.50	1.40	.35
Queen of the Market. Mixed.....	3.00	1.30	.30

CANDYTUFT
(Iberis)

	Lb.	1/4 Lb.	Oz.
Giant Hyacinth or Improved Empress	\$1.10	\$0.40	\$0.10
White Rocket. Candytuft Coronaria	1.00	.40	.10
Flesh Color. Umbellata Carnea	1.00	.40	.10
Creamy White. Umbellata Albida	1.50	.50	.15
Carmine. Umbellata Carminea	1.00	.40	.10
Crimson. Umbellata Purpurea	1.00	.40	.10
Lilac. Umbellata Lilacina	1.00	.40	.10
Mixed. Umbellata	.75	.30	.10
Pure White. Dwarf Empress	2.50	.50	.15

CARNATION

Carnations are one of the Johansen Seed Co.'s specialties. Infinite care is given to the culture and selection, and the strongly established colors have been remarked by many buyers of our seeds.

Lb. 1/4 Lb. Oz.

Chabaud's Everblooming. Earliest French type, of perpetual flowering in four to five months after seed is sown. Very double flowers.
Superb mixture..... \$10.00 \$4.00 \$1.00

Marguerita. These are very early, of delicious fragrance and bloom most abundantly. We are increasing the size each year and our strain is now considerably larger than any other of the same variety we have seen.

	Lb.	1/4 Lb.	Oz.
Marguerita Perfection. Scarlet, very choice	\$8.00	\$3.20	\$0.80
Marguerita Perfection. White, choice large flowers	8.00	3.20	.80
Marguerita Perfection. Yellow, choice large flowers	8.00	3.20	.80
Marguerita Malmaison. Very choice mixture, high doubleness	7.00	2.80	.70
Marguerita. Ordinary mixture	5.00	2.00	.50



COSMOS, EARLY FLOWERING DAWN

Electrotype \$1.50 ea.



DIANTHUS HEDDEWIGII
Natural size 2½ inches

Electrotype \$1.75 ea.

CENTAUREA IMPERIALIS
(Royal Sweet Sultan)

These flowers are particularly large and especially fine for cut flowers.

	Lb.	1/4 Lb.	Oz.
Alba. White.....	\$3.00	\$1.20	.50
Rose and White.	3.00	1.20	.30
Purpurea.	3.00	1.20	.30
Lilacina.	3.00	1.20	.30
Rosea.	3.00	1.20	.30
Suaveolens. Yellow Sweet Sultan.....	2.75	1.00	.25
Marguerita. Pure white.....	3.00	1.20	.30
Chameleon Odorate. Light yellow, shaded delicate rose.....	4.00	1.60	.40
All varieties mixed.	3.00	1.20	.30
Choice mixture, grown as mixture.	2.50	1.00	.25

CELOSIA

		Lb.	1/4 Lb.	Oz.
Cristata.	Coxcomb, dwarf crimson	\$4.00	\$1.60	\$0.40
Cristata Nana.	Empress, extra choice dwarf	10.00	4.00	1.00
Aurea.	Dwarf golden yellow	8.00	3.20	.80
Plumosa Thompsoni Magnifica.	Crimson	3.00	1.20	.30
Plumosa Thompsoni Magnifica.	Yellow	3.00	1.20	.30
Plumosa Thompsoni Magnifica.	Mixed	2.75	1.20	.30

COREOPSIS

		Lb.	1/4 Lb.	Oz.
Lanceolata.	Golden yellow	\$2.50	\$1.00	\$0.25
Grandiflora.	Large flowering, golden yellow	2.00	.80	.20

COSMOS

		Lb.	1/4 Lb.	Oz.
Mammoth.	White	\$0.70	\$0.30	\$0.10
Mammoth.	Crimson	.70	.30	.10
Mammoth.	Pink	.70	.30	.10
Mammoth.	Choice mixture	.65	.20	.10

The Lady Lenox is especially commended, bearing large blossoms on long stems. They are most desirable as cut flowers and are very effective for decorative purposes.

Lady Lenox.	Large flowers, shell pink	1.00	.40	.10
Lady Lenox.	Large flowers, pure white	1.50	.60	.15
Early Flowering Dawn.	White	1.50	.60	.15
Early Flowering Dawn.	Pink	1.50	.60	.15
Early Flowering Dawn.	Crimson	1.50	.60	.15
Early Flowering Dawn.	Choice mixed	1.25	.60	.15



KOCHIA TRICHOPHYLLA

Electrotype \$1.50 ea.

CONTRACT ORDER

CONTRACT ORDER OF

FLOWER SEEDS

VICTOR JOHANSEN SEED COMPANY

326-328-330 SOUTH MAIN STREET, LOS ANGELES, CALIFORNIA

At prices affixed book the order hereinbelow for varieties and quantities as noted, subject to the following terms and conditions:

Non-Warranty: That while the greatest care is to be exercised in producing and keeping stock, no warranty is given, expressed or implied.

Crop Shortage. Pro rata delivery in the event of a short crop.

Stock Seed. To be furnished by Grower.

Bags. Extra at Market price.

Shipment. As soon after harvest 1916 as practicable.

Delivery. F. O. B. California.

Terms. Sixty days net, two per cent cash.

ate

ALYSSUM

Sweet White.	One foot high.	-----
Little Gem.	Four inches high.	-----
Little Dorrit.	About 3 ins. high.	-----
Compactum Lilacinum.	Lilac Queen.	-----
ASTERS		
Semples Branching.	Pure white.	-----
Semples Branching.	Flesh pink.	-----
Semples Branching.	Rose.	-----
Semples Branching.	Crimson.	-----
Semples Branching.	Lavender.	-----
Semples Branching.	Purple.	-----
Semples Branching.	Choice mix.	-----
Comet Giant Branching.	Pure white.	-----
Comet Giant Branching.	Rose.	-----
Comet Giant Branching.	Flesh pink.	-----
Comet Giant Branching.	Lavender.	-----
Comet Giant Branching.	Purple.	-----
Comet Giant Branching.	Ch. mix.	-----
Queen of the Market.	White, early.	-----
Queen of the Market.	Flesh.	-----
Queen of the Market.	Pink.	-----
Queen of the Market.	Lavender.	-----
Queen of the Market.	Dark purple.	-----
Queen of the Market.	Mixed.	-----

CANDYTUFT

(Iberis)

Giant Hyacinth or Imp.	Empress	-----
White Rocket.	Candytuft	-----
Carmine.	Carnea.	-----
Creamy White.	Umbellata Albida.	-----
Carmine.	Umbellata Carminea.	-----
Crimson.	Umbellata Purpurea.	-----
Lilac.	Umbellata Lilacina.	-----
Mixed.	Umbellata.	-----
Pure White.	Dwarf Empress.	-----

CENTAUREA IMPERIALIS

(Royal Sweet Sultan)

Alba.	White.	-----
Rose and White.		-----
Purpurea.		-----
Lilacina.		-----
Rosea.		-----
Suaveolens.	Yellow Sweet Sultan.	-----
Marguerita.	Pure white.	-----
Chameleon Odorate.	Light yellow, shaded delicate rose.	-----
All varieties mixed.		
Choice mixture, grown as mixture.		

COREOPSIS

Lanceolata.	Golden yellow.	-----
Grandiflora.	Golden yellow.	-----

CARNATION

Marguerita Perfection. Scarlet.

Marguerita Perfection. White.

Marguerita Perfection. Yellow.

Marguerita Maimaison. Ch. mix.

Marguerita. Ordinary mixture.

CELOSIA

Cristata. Coxcomb, dwarf crimson

Cristata Nana. Empress, ex. ch. dw.

Aurea. Dwarf golden yellow.

Plumosa Thompsoni Magnifica.

Crimson.

Plumosa Thompsoni Magnifica.

Yellow.

Plumosa Thompsoni Magnifica.

Mixed.

COSMOS

Mammoth. White.

Mammoth. Crimson.

Mammoth. Pink.

Mammoth. Choice mixture.

Lady Lenox. Large flowers, shell pink.

Lady Lenox. Large flowers, pure white.

Early Flowering Dawn. White.

Early Flowering Dawn. Pink.

Early Flowering Dawn. Crimson.

Early Flowering Dawn. Ch. mixed.

DAHLIA

Large Double. Mixed.

Single Giant Perfection. Ch. mix

DAISY

Burbank's Shasta Alaska. Very larg

DELPHINIUM

Formosum. Dark blue.

Belladonna. Hybrids.

Sinensis. Blue Butterfly.

DIANTHUS OR PINKS

Hedgewigii. Finest single mixed.

Crimson Belle. Rich crimson.

Eastern Queen. Beautiful, marbled.

The Bride. White, purple center.

Japan. Choice mixed, double.

ESCHSCHOLTZIA

California. Pure white.

California. Golden West, gold. yel.

California. Yellow.

California. Rose cardinal.

California. Crimson King.

California. Maroon. Fine novelty.

HOLLYHOCK

Double. White.

Double. Crimson.

Double. Rose.

Double. Scarlet.

Double. Sulphur yellow.

Double. Choice mixed.

HOLLYHOCK--Continued**Mammoth Allegheny**. Best mixed.**Annual**. Single mixed.**HELICHRYSUM****Monstrosum**. Fl. pl., double mix.**KOCHIA TRICHOHYLLA****MARIGOLD****African**. Tall, lemon color.**African**. Tall, orange.**African**. Tall, mixed.**French**. Dwarf, mixed.**MARVEL OF PERU****(Four o'clock)****Fine Mixed**.**MIGNONETTE****Machet**. Improved large.**Machet**. Golden.**Machet**. White Pearl.**Aliens Defiance**. Very large.**Goliath**. Large spikes red.**Victoria Crimson**. Deep red.**Rubin**. Dwarf, copper scarlet.**All varieties mixed**.**Sweet Scented**. (Reseda Odorata).**NASTURTIUMS****Tall Chameleon**.**Tall Prince Henry**. Lemon yellow, carmine blotches.**Tall Vesuvius**. Salmony rose.**Tall Habbianum, Queen**. White veined foliage.**Tall Habbianum, Lucifer**. Dark scarlet.**Tall Habbianum, Spitsfire**. Fiery scarlet.**Tall**. Very choice mixture.**Dwarf Chameleon**.**Dwarf Prince Henry**. Straw yellow, spotted with rose.**Dwarf Ruby King**. Ruby red.**Dwarf Queen of Tom Thumbs**. Brilliant crimson leaves, white veined or variegated.**Dwarf Golden Midnight**. Dark maroon almost black, light yellowish green leaves.**Dwarf King Theodore**. Blackish red.**Dwarf Vesuvius**. Salmony rose.**Dwarf**. Very choice mixed.**PETUNIA HYBRIDA****Hybrida**. Finest mixture.**Inimitable**. Blotched and striped.**Howard's Star**. Fine**Giants of California**. Choice mix.**Grandiflora Fimbriate**. Single fringed mixture.**PHLOX DRUMMONDI****Grandiflora**. Alba White**Grandiflora**. Pink.**Grandiflora**. Scarlet with white eye.**Grandiflora**. Black.**Grandiflora**. Buff-yellow.**Grandiflora**. White, purple eye.**Grandiflora**. Choice mixture.**Dwarf Nana Compacta**. Mixed.**Dwarf Nana Compacta**. Snowball.**Dwarf Nana Compacta**. Fireball.**Drummondii Grandiflora**. A ch. mix.**POPPY****Admiral**. Red and white.**Carnation-Flowered**. "American Flag."**Carnation-Flowered**. Dbl. fringed mixture.**Carnation-Flowered**. White Swan**Carnation-Flowered**. Crimson**Carnation-Flowered**. Scarlet.**Carnation-Flowered**. Pink.**Improved Shirley**. Very fine.**Miss Sherwood**. Single white, rosy edged.**POPPY**--Continued**Danebrog**. Brilliant scarlet, white center.**Tulip Glaucum**. Intense scarlet.**SCABIOSA****Also called Pin Cushion flower****Grandiflora**. Azure fairy, lt. blue**Grandiflora**. Pure white.**Grandiflora**. Sulphur yellow.**Grandiflora**. Flesh.**Grandiflora**. Royal purple.**Grandiflora**. Lavender.**Grandiflora**. Choice mixed.**Dwarf**. Choice mixed.**SALPIGLOSSIS****Emperor**. Finest mixed.**Variabilis**. Finest mixed.**STOCKS****Choice Mixed**. Ten weeks German.**Princess Alice**. Pure white.**Deep Red**. Beautiful large flower**Beauty of Nice**. Winter flower, flesh**Queen Alexandra**. Rosy-lilac.**SUNFLOWER****California**. Chrysanthemum flowered, yellow.**Red**. (New) Single, red merging to yellow at tips.**VERBENA, HYBRIDA****Auriculaeiflora**. Gigantea, mixture**Firefly**. Auriculiflora coccinea.**Defiance**. Brilliant scarlet, very true**Italian Striped**. Very fine strain.**Rose and Pink Shades**.**Purple and Blue Shades**.**Lutea**. Yellow, very fine.**White**. Extra choice.**Named varieties mix., ex. ch. blend****Splendid mixture, grown as mix.**
selected strains.**ZINNIA--MAMMOTH****Tall Robusta**. Grandiflora**Plenissima**.**White**.**Flesh**.**Yellow**.**Scarlet**.**Crimson**.**Special selected, Mammoth mixed****All varieties mixed**.**Choice mixture, grown as mixture**.**Elegans**. Large flowering, double.**White**.**Scarlet**.**Buff-yellow**.**Crimson**.**Striped**.**Curled and Crested**. Very ch. mix.**Dwarf**. Very choice, fine mixture.**Gracillima Coccinea**. Red Riding Hood, miniature, bright scarlet.**SWEET PEAS****(Grandiflora Type)****Dorothy Eckford**. Large white blossoms.**Hon. Mrs. E. Kenyon**. Cream or light yellow.**Prima Donna**. Soft pink.**Blanche Ferry**. Pink and white.**King Edward VII**. Especially fine, scarlet.**Lady Grisol Hamilton**. Lavender.**Navy Blue**. Deep blue.**Othello**. Beautiful maroon.**Choice Mixture**.**Unwin Type****E. J. Castle**. Rich carmine.**Spencer Type****Choice Mixture**.

CONTRACT ORDER OF

FLOWER SEEDS

VICTOR JOHANSEN SEED COMPANY

326-328-330 SOUTH MAIN STREET, LOS ANGELES, CALIFORNIA

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Stock Seed. To be furnished by Grower.

Bags. Extra at Market price.

Shipment. As soon after harvest 1916 as practicable.

Delivery. F. O. B. California.

Terms. Sixty days net, two per cent cash.

Date _____

ALYSSUM	CARNATION
Sweet White. One foot high.	Marguerita Perfection. Scarlet.
Little Gem. Four inches high.	Marguerita Perfection. White.
Little Dorrit. About 3 ins. high.	Marguerita Perfection. Yellow.
Compactum Lilacinum. Lilac Queen.	Marguerita Maimaison. Ch. mix.
ASTERS	Marguerita. Ordinary mixture.
Semples Branching. Pure white.	CELOSIA
Semples Branching. Flesh pink.	Cristata. Coxcomb, dwarf crimson
Semples Branching. Rose.	Cristata Nana. Empress, ex. ch. dw
Semples Branching. Crimson.	Aurea. Dwarf golden yellow.
Semples Branching. Lavender.	Plumosa Thompsoni Magnifica.
Semples Branching. Purple.	Crimson.
Semples Branching. Choice mix.	Plumosa Thompsoni Magnifica.
Comet Giant Branching. Pure white.	Yellow.
Comet Giant Branching. Rose.	Plumosa Thompsoni Magnifica.
Comet Giant Branching. Flesh pink.	Mixed.
Comet Giant Branching. Lavender.	COSMOS
Comet Giant Branching. Purple.	Mammoth. White.
Comet Giant Branching. Ch. mix.	Mammoth. Crimson.
Queen of the Market. White, early.	Mammoth. Pink.
Queen of the Market. Flesh.	Mammoth. Choice mixture.
Queen of the Market. Pink.	Lady Lenox. Large flowers, shell pink.
Queen of the Market. Lavender.	Lady Lenox. Large flowers, pure white.
Queen of the Market. Dark purple.	Early Flowering Dawn. White.
Queen of the Market. Mixed.	Early Flowering Dawn. Pink.
CANDYTUFT (Iberis)	Early Flowering Dawn. Crimson.
Giant Hyacinth or Imp. Empress	Early Flowering Dawn. Ch. mixed
White Rocket. Candytuft	DAHLIA
Carnea.	Large Double. Mixed.
Creamy White. Umbellata Albida.	Single Giant Perfection. Ch. mix
Carmine. Umbellata Carminea.	DAISY
Crimson. Umbellata Purpurea.	Burbank's Shasta Alaska. Very larg
Lilac. Umbellata Lilacina.	DELPHINIUM
Mixed. Umbellata.	Formosum. Dark blue.
Pure White. Dwarf Empress.	Belladonna. Hybrids.
CENTAUREA IMPERIALIS (Royal Sweet Sultan)	Sinensis. Blue Butterfly.
Alba. White.	DIANTHUS OR PINKS
Rose and White.	Heddwigii. Finest single mixed.
Purpurea.	Crimson Belle. Rich crimson.
Lilacina.	Eastern Queen. Beautiful. marbled
Resea.	The Bride. White, purple center.
Suaveolens. Yellow Sweet Sultan.	Japan. Choice mixed, double.
Marguerita. Pure white.	ESCHSCHOLTZIA
Chameleon Odorate. Light yellow, shaded delicate rose.	California. Pure white.
All varieties mixed.	California. Golden West, gold. yel.
Choice mixture, grown as mixture.	California. Yellow.
COREOPSIS	California. Rose cardinal.
Lanceolata. Golden yellow.	California. Crimson King.
Grandiflora. Golden yellow.	California. Maroon. Fine novelty.
	HOLLYHOCK
	Double. White.
	Double. Crimson.
	Double. Rose.
	Double. Scarlet.
	Double. Sulphur yellow.
	Double. Choice mixed.

HOLLYHOCK--Continued

HOLLYHOCK --Continued	
Mammoth Allegheny.	Best mixed.
Annual.	Single mixed.
HELICHRYSUM	
Monstrosum.	Fl. pl., double mix.
KOCHIA TRICHOHYLLA	
MARIGOLD	
African.	Tall, lemon color.
African.	Tall, orange.
African.	Tall, mixed.
French.	Dwarf, mixed.
MARVEL OF PERU	(Four o'clock)
Fine Mixed.	
MIGNONETTE	
Machet.	Improved large.
Machet.	Golden.
Machet.	White Pearl.
Allens Defiance.	Very large.
Goliath.	Large spikes red.
Victoria Crimson.	Deep red.
Rubin.	Dwarf, copper scarlet.
All varieties mixed.	
Sweet Scented. (Reseda Odorata).	
NASTURTIUMS	
Tall Chameleon.	
Tall Prince Henry.	Lemon yellow, carmine blotches.
Tall Vesuvius.	Salmony rose.
Tall Habbianum, Queen.	White veined foliage.
Tall Habbianum, Lucifer.	Dark scarlet.
Tall Habbianum, Spitfire.	Fiery scarlet.
Tall.	Very choice mixture.
Dwarf Chameleon.	
Dwarf Prince Henry.	Straw yellow, spotted with rose.
Dwarf Ruby King.	Ruby red.
Dwarf Queen of Tom Thumbs.	Brilliant crimson leaves, white veined or variegated.
Dwarf Golden Midnight.	Dark maroon almost black, light yellowish green leaves.
Dwarf King Theodore.	Blackish red.
Dwarf Vesuvius.	Salmony rose.
Dwarf.	Very choice mixed.
PETUNIA HYBRIDA	
Hybrida.	Finest mixture.
Inimitable.	Blotched and striped.
Howard's Star.	Fine
Giants of California.	Choice mix.
Grandiflora Fimbriate.	Single fringed mixture.
PHLOX DRUMMONDI	
Grandiflora.	Alba White
Grandiflora.	Pink.
Grandiflora.	Scarlet with white eye
Grandiflora.	Black.
Grandiflora.	Buff-yellow.
Grandiflora.	White, purple eye.
Grandiflora.	Choice mixture.
Dwarf Nana Compacta.	Mixed.
Dwarf Nana Compacta.	Snowball.
Dwarf Nana Compacta.	Fireball.
Drummondii Grandiflora.	A ch. mix.
POPPY	
Admiral.	Red and white.
Carnation-Flowered.	"American Flag"
Carnation-Flowered.	Dbl. fringed mixture.
Carnation-Flowered.	White Swan
Carnation-Flowered.	Crimson
Carnation-Flowered.	Scarlet.
Carnation-Flowered.	Pink.
Improved Shirley.	Very fine.
Miss Sherwood.	Single white, rosy edged.

POPPY--Continued

Danebrog.	Brilliant scarlet, white center.
Tulip Glacum.	Intense scarlet.
SCABIOSA	
Also called Pin Cushion flower	
Grandiflora.	Azure fairy, lt. blue
Grandiflora.	Pure white.
Grandiflora.	Sulphur yellow.
Grandiflora.	Flesh.
Grandiflora.	Royal purple.
Grandiflora.	Lavender.
Grandiflora.	Choicce mixed.
Dwarf.	Choice mixed.
SALPIGLOSSIS	
Emperor.	Finest mixed.
Variabilis.	Finest mixed.
STOCKS	
Choice Mixed.	Ten weeks German.
Princess Alice.	Pure white.
Deep Red.	Beautiful large flower
Beauty of Nice.	Winter flower.flesh
Queen Alexandra.	Rosy-lilac.
SUNFLOWER	
California.	Chrysanthemum flowered, yellow.
Red. (New)	Single, red merging to yellow at tips.
VERBENA, HYBRIDA	
Auriculaeflora.	Gigantea, mixture
Firefly.	Auriculiflora coccinea.
Defiance.	Brilliant scarlet, very true.
Italian Striped.	Very fine strain.
Rose and Pink Shades.	
Purple and Blue Shades.	
Lutea.	Yellow, very fine.
White.	Extra choice.
Named varieties mix., ex. ch. blend	
Splendid mixture, grown as mix.	selected strains.
ZINNIA—MAMMOTH	
Tall Robusta.	Grandiflora
Plenissima.	
White.	
Flesh.	
Yellow.	
Scarlet.	
Crimson.	
Special selected, Mammoth mixed	
All varieties mixed.	
Choice mixture, grown as mixture.	
Elegans.	Large flowering, double.
White.	
Scarlet.	
Buff-yellow.	
Crimson.	
Striped.	
Curled and Crested.	Very ch. mix.
Dwarf.	Very choice, fine mixture.
Gracillima Coccinea.	Red Riding Hood, miniature, bright scarlet.
SWEET PEAS	
(Grandiflora Type)	
Dorothy Eckford.	Large white blossoms.
Hon. Mrs. E. Kenyon.	Cream or light yellow.
Prima Donna.	Soft pink.
Blanche Ferry.	Pink and white.
King Edward VII.	Especially fine, scarlet.
Lady Grisol Hamilton.	Lavender.
Navy Blue.	Deep blue.
Othello.	Beautiful maroon.
Choice Mixture.	
Unwin Type	
E. J. Castle.	Rich carmine.
Spencer Type	
Choice Mixture.	



MARIGOLD. AFRICAN TALL DOUBLE

Electrotype \$1.50 ea.

DAHLIA

	Lb.	1/4 Lb.	Oz.
Large Double. Mixed	\$5.00	\$2.00	\$0.50
Single Giant Perfection. Choice mixed	4.00	1.20	.40

DAISY

	Lb.	1/4 Lb.	Oz.
Burbank's Shasta Alaska. Very large. flowers reaching easily 5 inches in diameter.	\$12.00	\$4.80	\$1.20

DELPHINIUM

	Lb.	1/4 Lb.	Oz.
Formosum. Dark blue	\$5.00	\$2.00	\$0.50
Belladonna. Hybrids	10.00	4.00	1.00
Simensis. Blue Butterfly	3.00	1.20	.30

DIANTHUS OR PINKS

Characteristic for the most brilliant colors and that they bloom in profusion all summer. The height being only 1 foot, they are excellent for borders.

	Lb.	1/4 Lb.	Oz.
Hedgewigii. Finest single mixed	\$2.00	\$0.80	\$0.20
Crimson Belle. Finely fringed, rich crimson	2.25	1.00	.25
Eastern Queen. Beautifully marbled	2.25	1.00	.25
The Bride. White, purple center	2.25	1.00	.25
Japan. Choice mixed, double	2.50	1.00	.25

ESCHSCHOLTZIA

A truly Californian production and a hardy annual, producing beautiful bedding effects with their generous bloom. These strains are large flowering, true to color and vigorous.

	Lb.	1/4 Lb.	Oz.
California. Pure white	\$0.85	\$0.40	\$0.10
California. Golden West, large golden yellow flowers	.85	.40	.10
California. Yellow	.85	.40	.10
California. Rose cardinal	1.00	.40	.10
California. Crimson King	2.00	.80	.20
California. Beautiful maroon colored, fine novelty	2.00	.80	.20



PHILOX DRUMMONDI GRANDIFLORA

Electrotype \$1.75 ea.

HOLLYHOCK

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Double. White.....	\$8.00	\$3.20	\$0.80
Double. Crimson.....	8.00	3.20	.80
Double. Rose.....	8.00	3.20	.80
Double. Scarlet.....	8.00	3.20	.80
Double. Sulphur yellow.....	8.00	3.20	.80
Double. Choice mixed.....	7.00	2.80	.70
Mammoth Allegheny. Semi-double, fringed, best mixed.....	5.00	2.00	.50
Annual. Single mixed.....	3.00	1.20	.30

HELICHRYSUM

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Monstrosum. Fl. pl., double mixed.....	\$2.25	\$0.85	\$0.25

KOCHIA TRICHOHYLLA

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Otherwise known as Summer Cypress or Ball of Fire. It is pyramidal in habit and grows to 2 feet in height.....	\$0.50	\$0.20	\$0.05

LARKSPUR

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Tall. Branching mixture.....	\$1.75	\$0.80	\$0.20

MARVEL OF PERU
(Four o'clock)

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Fine mixed	\$0.50	\$0.20	\$0.05

MIGNONETTE

	Lb.	$\frac{1}{4}$ Lb.	Oz.
Machet. Improved large flowering.....	\$2.00	\$0.80	\$0.20
Machet. Golden.....	2.00	.80	.20
Machet. White Pearl, very fine.....	4.00	1.60	.40
Allens Defiance. Very large, long spikes.....	2.00	.80	.20
Goliath. Large spikes of beautiful red.....	5.00	2.00	.50
Victoria Crimson. Very true, color deep red.....	2.00	.80	.20
Rubin. Dwarf and compact, bright copper scarlet.....	5.00	2.00	.50
All varieties mixed	1.00	.40	.10
Sweet Scented. (Reseda Odorata).....	.60	.20	.10

MARIGOLD

		Lb.	$\frac{1}{4}$ Lb.	Oz.
African.	Tall, double, lemon color	\$1.70	.45	.20
African.	Tall, double, orange	1.70	.45	.20
African.	Tall, double, mixed	1.50	.35	.15
French.	Dwarf, double, selected mixed	1.50	.35	.15

NASTURTIUMS

		Lb.	$\frac{1}{4}$ Lb.	Oz.
Tall Chameleon		\$0.30		
Tall Prince Henry.	Lemon yellow, carmine blotches	.30		
Tall Vesuvius.	Salmony rose, dark leaved	.30		
Tall Lobbianum, Queen.	White veined foliage	.30		
Tall Lobbianum, Lucifer.	Dark scarlet, dark leaved	.30		
Tall Lobbianum, Spitfire.	Fiery scarlet	.30		
Tall.	Very choice mixture	.28		
Dwarf Chameleon		.33		
Dwarf Prince Henry.	Straw yellow spotted with rose	.33		
Dwarf Ruby King.	Ruby red, dark leaved	.33		
Dwarf Queen of Tom Thumbs.	Brilliant crimson leaves, white veined or variegated, magnificent, extra fine	1.50		
Dwarf Golden Midnight.	Dark maroon almost black, light yellowish green leaves. Flowers and leaves form a most beautiful contrast	1.50		
Dwarf King Theodore.	Blackish red, dark leaved	.33		
Dwarf Vesuvius.	Salmony rose, dark leaved	.33		
Dwarf.	Very choice mixed	.30		

PETUNIA HYBRIDA

		Lb.	$\frac{1}{4}$ Lb.	Oz.
Hybrida.	Finest mixture	\$4.50	\$1.80	\$0.45
Inimitable.	Blotched and striped	4.50	1.80	.45
Howard's Star.	Fine	18.00	7.20	1.80
Giants of California.	Choice mixture			20.00
Grandiflora Fimbriate.	Single fringed varieties in splendid mixture			18.00



Electrotype \$1.50 ea

CARNATION FLOWERED POPPY, DOUBLE FRINGED

These flowers are 4 to 5 inches in diameter

PHLOX DRUMMONDI

A hardy annual, bearing beautiful brilliantly colored flowers, in bloom all spring and summer. Our strain of this popular old annual has been enthusiastically admired by Eastern visitors in the trade.

	Lb.	1/4 Lb.	Oz.
Grandiflora. Alba White.....	\$7.00	\$2.80	.50
Grandiflora. Pink.....	7.00	2.80	.70
Grandiflora. Scarlet with White Eye.....	7.00	2.80	.70
Grandiflora. Black.....	7.00	2.80	.70
Grandiflora. Buff-yellow.....	7.00	2.80	.70
Grandiflora. White, purple eye.....	7.00	2.80	.70
Grandiflora. Choice mixture.....	6.00	2.40	.60
Dwarf Nana Compacta. Mixed.....	10.00	4.00	1.00
Dwarf Nana Compacta. Snowball.....	10.00	4.00	1.00
Dwarf Nana Compacta. Fireball.....	10.00	4.00	1.00

POPPY

Our carnation-flowered poppy is a specialty to which we give great attention. The flowers are immense, double fringed and very true to strain.

	Lb.	1/4 Lb.	Oz.
Admiral. Peony-flowered, red and white.....	\$0.75	\$0.25	.10
Carnation-Flowered. "American Flag," beautifully fringed.....	.75	.25	.10
Carnation-Flowered. Double fringed mixture.....	.65	.25	.10
Carnation-Flowered. "White Swan".....	.75	.25	.10
Carnation-Flowered. Crimson.....	.75	.25	.10
Carnation-Flowered. Scarlet.....	.75	.25	.10
Carnation-Flowered. Pink.....	.75	.25	.10
Improved Shirley. Very fine, large flowering, delicate shades.....	1.50	.35	.10
Miss Sherwood. Single white, rosy-edged, large, beautiful flowers.....	.75	.25	.10
Danebrog. Brilliant scarlet with white center.....	.75	.25	.10
Tulip Glaucum. Intense scarlet.....	1.50	.35	.15



SALPIGLOSSIS

Electrotypes \$1.50 ea.



One Spray of our Ten Weeks Stocks
(Note the Doubleness)



White Semple's Branching Asters at our Farm
Electrotypes \$1.00 ea.

SCABIOSA
Also called Pin Cushion flower

	Lb.	1/4 Lb.	Oz.
Grandiflora. Azure fairy, light blue.....	\$3.00	\$1.20	\$0.30
Grandiflora. Pure white.....	3.00	1.20	.30
Grandiflora. Sulphur yellow.....	3.00	1.20	.30
Grandiflora. Flesh.....	3.00	1.20	.30
Grandiflora. Royal purple.....	3.00	1.20	.30
Grandiflora. Lavender.....	3.00	1.20	.30
Grandiflora. Choice mixed.....	2.50	1.00	.25
Dwarf. Choice mixed.....	1.75	.70	.20

SALPIGLOSSIS

	Lb.	1/4 Lb.	Oz.
Emperor. Finest mixed.....	\$8.00	\$3.20	\$0.80
Variabilis. Finest mixed.....	6.00	2.40	.60

STOCKS

Stocks have for years been one of the favorites of the Johansen Company, and the resulting care is plainly shown in the splendid strains offered. Although strictly field grown and hardy, they have never been excelled, even when grown under glass.

	Lb.	1/4 Lb.	Oz.
Choice Mixed. Ten weeks German.....	\$4.00	\$1.60	\$0.40
Princess Alice. Pure white, very high doubleness.....	6.00	2.40	.60
Deep Red. Beautiful large flowering.....	6.00	2.40	.60
Beauty of Nice. Winter flowering, selected delicate flesh color, very high doubleness.....	12.00	4.80	1.20
Queen Alexandra. Rosy-lilac, large flowers, very double.....	12.00	4.80	1.20

SUNFLOWER

	Lb.	1/4 Lb.	Oz.
California. Chrysanthemum flowered, yellow.....	\$1.00	\$0.40	\$0.10
Red. (New) Single, large, red flowers merging to yellow at tips of petals, height about 6 feet.....	3.75	1.20	.40

VERBENA, MAMMOTH HYBRIDA

We are continually improving our strains of Verbenas, and have reached a point of perfection where we can guarantee them to be true to name. They are a hardy, vigorous stock and a credit to California.

	Lb.	1/4 Lb.	Oz.
Auriculaeflora. Gigantea, mixture in which rose, red and carmine shades with large white center predominates	\$6.50	\$2.50	\$0.65
Firefly. Auriculiflora coccinea	7.00	2.80	.70
Defiance. Brilliant scarlet, very true	9.00	3.60	.90
Italian Striped. Very fine strain	6.50	2.50	.65
Rose and Pink Shades.	6.50	2.50	.65
Purple and Blue Shades.	6.00	2.40	.60
Lutea. Yellow, very fine	7.00	2.80	.70
White. Extra choice	6.50	2.50	.65
Named varieties mixed, extra choice blended.	6.50	2.50	.65
Splendid mixture, grown as mixture, selected strains.	5.00	2.00	.50

ZINNIA—MAMMOTH

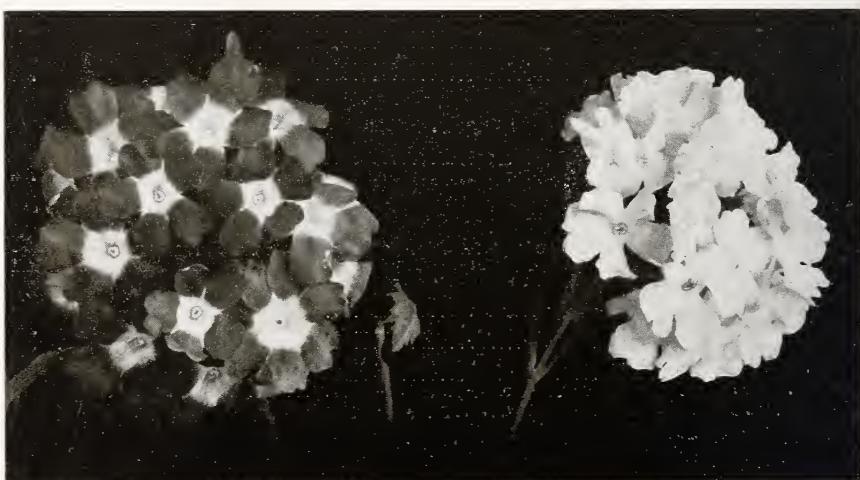
Tall Robusta. Grandiflora Plenissima.

We feel safe in believing that Johansen Zinnias will soon be recognized the country over as the highest standard of these beautiful flowers. The flowers have been developed to an immense size, perfectly doubled and absolutely true to name.

	Lb.	1/4 Lb.	Oz.
White.	\$5.00	\$2.00	\$0.50
Flesh.	5.00	2.00	.50
Yellow.	5.00	2.00	.50
Scarlet.	5.00	2.00	.50
Crimson.	5.00	2.00	.50
Special selected, Mammoth mixed.			1.00
All varieties mixed.	5.00	2.00	.50
Choice mixture, grown as mixture.	4.00	1.60	.40
Elegans. Large flowering, double			
White.	3.00	1.00	.30
Scarlet.	3.00	1.00	.30
Buff-yellow.	3.00	1.00	.30
Crimson.	3.00	1.00	.30
Striped.	3.00	1.00	.30
Curled and Crested. Very choice mixed	2.50	.75	.25
Dwarf. Very choice, double small flowers, fine mixture	3.00	1.00	.30
Gracillima Coccinea. Red Riding Hood. miniature, flowers double, bright scarlet	5.00	2.00	.50

SWEET PEAS
(Grandiflora Type)

	Lb.	1/4 Lb.	Lb.
Dorothy Eckford. Large white blossoms	\$0.25		
Hon. Mrs. E. Kenyon. Cream or light yellow	.25		
Prima Donna. Soft pink	.25		
Blanche Ferry. Pink and white	.25		
King Edward VII. Especially fine, scarlet	.25		
Lady Grisel Hamilton. Lavender	.25		
Navy Blue. Deep blue	.25		
Othello. Beautiful maroon	.25		
Choice Mixture.	.20		
Unwin Type			
E. J. Castle. Rich carmine	.35		
Choice Mixture.	.50		



MAMMOTH VERBENA

Electrotype \$1.50



MAMMOTH VERBENA, PURE WHITE
Single plants reach the size of 3 to 4 feet in diameter

Electrotype \$1.50 ea.



MAMMOTH VERBENA, ROSE AND PINK SHADES
Single plants 3 to 4 feet in diameter

Electrotype \$1.50 ea.

JOHANSEN'S ZINNIAS

We have fortunately anticipated the tremendous present popularity of the Zinnias, and offer our California strains with absolute confidence in the complete satisfaction of the buyer.



ZINNIAS

GRANDIFLORA PLENISSIMA
VERY CHOICE DWARF

Electrotype \$2.00 ea.

STRIATA OR STRIPED
CURLED AND CRESTED

VICTOR JOHANSEN SEED CO.

326-328-330 South Main Street
LOS ANGELES